NUI Galway
OÉ Gaillimh

Autumn Examinations 2019

Exam Code(s)	4BCT
Exam(s)	B.Sc. in Comp Sc. & Information Technology
Module Code(s)	CT436
Module(s)	Advanced Professional Skills

Paper No.
Repeat Paper

External Examiner(s)	Dr. Jacob Howe
Internal Examiner(s)	Professor Michael Madden
	*Dr. Attracta Brennan

Instructions: Answer 4 **questions**
All questions carry equal marks

Duration   2 Hours

No. of Pages	3
Discipline(s)	Information Technology
Course Co-ordinator(s)	

Requirements:
MCQ   Release to Library: Yes   [X]   No   [ ]
Handout
Statistical/ Log Tables
Cambridge Tables
Graph Paper
Log Graph Paper

Other Materials

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QUESTION 1

a.) Define what is meant by innovation. Discuss what you see as an example of innovation in your everyday life, focussing on the challenges that it meets and why it is innovative. Also outline why it is an invention, extension, duplication or synthesis.

(11 marks)

b.) Discuss 3 mis-interpretations of innovation (use examples).

(9 marks)

c.) Using the following approach, create a ZEN statement for Disney Land Paris.

"A {product/service description} for {target customer} that {key value} enabling {primary benefits} unlike {existing alternatives}."

(5 marks)

QUESTION 2

a.) Compare and contrast personas and demographics. What are the benefits of personas? You are part of a company which is developing a new study app for under-graduate students. Create a persona for the target audience. Include; name, gender, age, personality, pains and gains.

(12 marks)

b.) Discuss the 4 stages of the Creative Process.

(8 marks)

c.) What is meant by the Razor Blade Revenue model (use examples).

(5 marks)

QUESTION 3

a.) What is IP and why does it matter?

(10 marks)

b.) What 3 steps are involved in market segmentation (use examples)?

(9 marks)

c) Compare and contrast revenue models and business models.

(6 marks)

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QUESTION 4

a.) What is the BMC canvas? Describe the 9 building blocks of the BMC canvas and then create a BMC for Amazon.com explaining your reasoning.

(15 Marks)

b.) Customers are king! Discuss 5 measures that you could implement in your online gaming company in order to keep your customers?

(10 Marks)

QUESTION 5

a.) Draw a full Life Cycle Use case for a new cooking app. In this diagram, ensure you clearly outline the problem it solves, who can use it, how it works and why buy it.

(12 Marks)

b.) What is visual thinking and why is it beneficial in ideation?

(7 Marks)

c.) Compare and contrast upsell, next sell and cross sell.

(6 Marks)